

Message Text

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DRAFTED BY:COMM/BIC/OIM/242:FMOLNAR

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TO AMEMBASSY BUENOS AIRES

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E.O. 11652: N/A

TAGS: BEXP, AR, UR, PA

SUBJ: FY 1975 TRADE PROMOTION PROGRAM

REF: A) A-5894, JUNE 11, 1973, B) BA-5929, AUGUST 10, 1973

1. TRANSMITTED HERewith IS THE FY 1975 TRADE PROMOTION EVENT
PROGRAM FOR THE RIVER PLATE REGION.

TRADE CENTER EXHIBITIONS

SHOE-MAKING AND LEATHER GOODS MACHINERY - JULY 1974

AVIATION-COMMUNICATION EQUIPMENT - SEPTEMBER 1974

MATERIALS HANDLING EQUIPMENT - NOVEMBER 1974

BUSINESS MACHINES AND OFFICE EQUIPMENT - JUNE 1975

TRADE CENTER JEEP'S

AUTOMOTIVE MAINTENANCE AND REPAIR EQUIPMENT - MARCH 1975

EDUCATIONAL EQUIPMENT AND TEACHING MACHINES - APRIL 1975

PLANT MAINTENANCE, SAFETY AND SECURITY EQUIPMENT - MAY 1975

CATALOG SHOWS

HOSPITAL ADMINISTRATION AND HEALTH CARE - OCTOBER 1974

PLASTICS INDUSTRY PROCESSING EQUIPMENT - MARCH 1975

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SPECIALIZED TRADE MISSIONS

AGRICULTURAL MACHINERY AND EQUIPMENT - AUGUST 1974
TO URUGUAY AND PARAGUAY (ALSO BRASIL)
CHEMICAL INDUSTRY EQUIPMENT -OCTOBER 1974
TO ARGENTINA (ALSO BRASIL)

2. IN ADDITION TO MARKET CONDITIONS ABOVE SCHEDULE TAKES INTO
ACCOUNT REQUIREMENTS OF TARGETING INDUSTRIES; CONFLICTING SCHEDULES A
ND
PROCUREMENT RESOURCES.

THIS IS A FULL SCHEDULE AND MAXIMIZES THE USE OF THE TRADE
CENTER FACILITIES. NO OFF-SITE EXHIBIT IS SCHEDULED IN FY-75
REALIZING THAT THE MATERIALS HANDLINGS EXHIBIT AT THE TRADE
CENTER WILL BE LIMITED TO APPROPRIATE SIZE EQUIPMENT.

3. MARKET RESEARCH TO BE PROVIDED BY THE POST AND AS OUTLINED IN
REFERENCE B) IS WELCOME. THE MODIFIED MARKET RESEARCH SPECIFI-
CATIONS PROVIDED BY MOLNAR LAST MAY DO APPLY TO THE SHOE-MAKING
AND LEATHER GOODS MACHINERY EXHIBIT AND WE SHOULD RECEIVE SAME
BY NOVEMBER. FOR THE OTHER EVENTS NEW MARKET RESEARCH SPECIFI-
CATIONS WILL BE AIRMAILED SHORTLY.

POST IS REQUESTED TO RECOMMEND MOST SUITABLE DATES FOR EACH EVENT
WITHIN THE STATED MONTH. KISSINGER

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